

## W3 Solutions Job Description

**Position:** Business Development Manager

**Company:** W3 Solutions

W3 Solutions (W3) is a post-sales customer management organization specializing in marketing affinity products including extended service plans and customer care services, as well as identifying innovative technologies and bringing them to market. We currently work with clients such as American Express, Dell, Direct Buy, Loblaw, Audiotroinc, Dumoulin, Toyota, Lexus, and Whirlpool, among others.

W3 is a division of C. Walker Group Inc. (WGI). WGI began in 1968 as a supplier of profitable after sales products to the automotive industry and is credited as the original provider of extended service contracts to the automotive industry in North America. Today, C. Walker Group Inc. is a highly diversified organization with numerous divisions and has become an established leader in delivering value added products and services for customers covering a wide range of industries in Canada and the US.

**Territory:** Ontario

**Department:** Sales

**Report To:** President

### Overview of Responsibilities:

As W3's Business Development Manager your primary objective is to grow W3's business and consistently meet corporate sales expectations through new sales acquisitions, identifying new markets, utilizing the Sales Force Client database to manage, maintain and maximize existing clients. The successful candidate will reach all sectors of W3's business, including but not limited to; Consumer Electronics, Computers, and Appliances.

### Specific Duties:

- Develop new opportunities & manage current opportunities, meeting W3's sales targets in the territory.
- Manage, directly or indirectly, all assigned accounts.
- Same as first two points
- Develop and coordinate marketing initiatives for assigned accounts through regular communication with management and executive team.
- Implement sales and operational training programs in assigned accounts – both personally and through Train the Trainer programs.
- Travel throughout Ontario in connection with execution of assigned account plans.
- Present customized solutions to our customers.
- Perform customer needs analysis, negotiate scope of work, and prepare contracts with the assistance of various representatives (i.e. Executive, Risk, Accounting, Sales & Marketing, and Call Center) at W3 Corporate Head Office.  
Manage expenses by adopting an ownership of cost management goals while keeping in sight our overall business goals.
- Have a solid understanding of competitive products and promotional offers and report such to the President (i.e. competitor analysis).

**Required Qualifications:**

- 3-5 years of Sales/Account management experience, preferably in Consumer Electronics / PC-/ Appliances industries – broad knowledge base.
- Preferably with experience in selling intangible items, i.e., extended warranties, insurance, software.
- Post-secondary degree or Certificate in Business or related field is highly recommended.
- Excellent knowledge of geographical area in territory.
- Business acumen – customer focused and experience working with external customers.
- Strong communication skills – ability to translate technical issues into business language as well as conduct in depth technical discussions.
- Ability to identify and convert opportunities into 'win-win' situations.
- Analytical and innovative – ability to collect data, analyze information and develop feasible recommendations.
- Independent and self-motivated.
- High level of computer proficiency – Windows / Word / Excel and other software used for training and presentation.

**Required Competencies:**

- Strong Business Acumen
- Identifying Business Opportunities
- Customer Service
- Teamwork
- Achievement Motivation
- Commitment to Continuous Learning
- Innovation

We encourage interested Candidates to submit their cover letter and resume by email to: [kenny@thew3solution.com](mailto:kenny@thew3solution.com) to the attention of:

Kenny St-Hilaire  
Senior Manager Human Resources  
C. Walker Group Inc.  
#300 – 1455 Bellevue Avenue,  
West Vancouver, BC, V7T 1C3

While we thank all applicants for applying only those selected for an interview will be contacted. Visit us at: <http://www.thew3solution.com/career-opportunities>

*C. Walker Group Inc. and its subsidiaries values diversity in the workplace, is committed to employment equity/equal opportunity employment and will provide reasonable workplace accommodation to applicants with disabilities.*